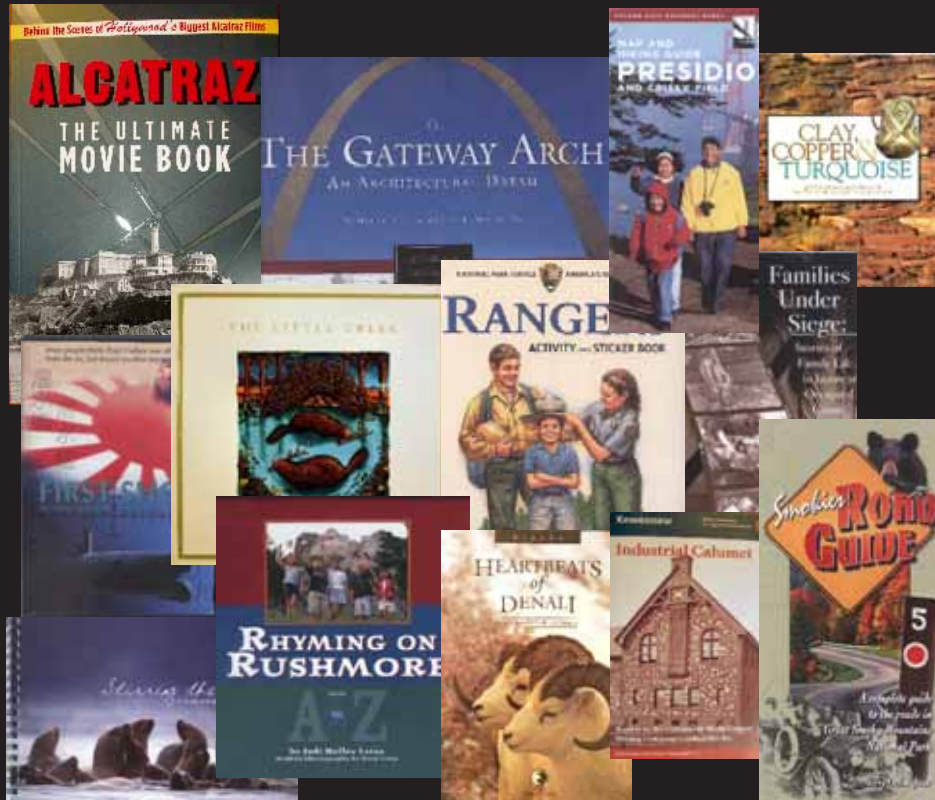


Association of Partners for Public Lands

# 2006 Media and Partnership Awards





### **Save the Hemlocks Campaign Great Smoky Mountains Association**

This year's top honor goes to the Partnership Program or Project winner. The judges felt that the Save the Hemlocks Campaign embodies APPL's mission of partnership and that this campaign not only reaches out to the local community but offers an easy way for visitors to become involved in protecting a park resource. Congratulations to Great Smoky Mountains Association for producing this award winning entry.

The Save the Hemlocks Campaign was chosen from 13 category winners to receive the APPL Excellence Award. Judges' comments and further information about this outstanding partnership are included in the list of recipients under the Partnership Program or Project category.

APPL is pleased to present its 2006 Media and Partnership Awards in Little Rock, where our convention theme, Empowering Partnerships, reflects APPL's mission of fostering public understanding, appreciation and stewardship of America's natural and cultural heritage. Over the course of nearly 30 years, APPL has facilitated the development of quality not-for-profit organizations that work in harmony with public lands agencies to achieve mutual goals and inspire the public.

We congratulate all of our award recipients for the excellent work they do to achieve their goal of communicating what is special about our nations' public lands. Your creative approaches, as well as quality of content and design combine to deliver a broad array of products and programs that reflect the incredible diversity of these special places, and the diversity of visitors who come to know and love them. These efforts enable visitors to America's public lands to embark on their own journeys of discovery.

Twenty-nine organizations from across the United States submitted a total of 98 entries to this year's competition. Fifteen volunteer judges had the often-difficult task of choosing the winners and honorable mentions from this vast group of excellent products and programs. APPL applauds all of the organizations whose attention to excellence and professionalism have made these awards a benchmark for quality products and programs.

All cooperating and interpretive associations and friends organizations regardless of their membership in APPL are eligible for this awards program reflecting the multi-agency nature of APPL. We thank all the agencies for their support and for encouraging their not-for-profit partners to participate in this competition.

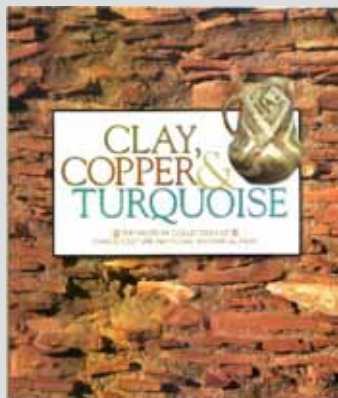
Donna L. Asbury  
APPL Executive Director

Charles Money  
APPL President

## Association of Partners for Public Lands 2006 Media and Partnership Awards

Award winners in the 2006 competition are described below by category, listing the title of the winning entry and any honorable mentions that may have been chosen. Key individuals responsible for the production of those entries are included. Photographs and judges' comments are provided for the overall category winner. The winner is the entry listed first and honorable mentions are listed after.

### Publication - 48 pages and Under



#### *Winner*

**Clay, Copper & Turquoise: The Museum  
Collection of Chaco Culture National Park**  
Western National Parks Association

NPS staff - Writers

Dawn DeVries Sokol - Design

Khaled Bassim - Artifact Photography

Abby Mogollon - Editor

**Judges' comments:** "good size, beautifully designed  
and produced"

#### *Honorable Mention*

**Stirring the Senses: A Guide to Kenai Fjords  
National Park**

Alaska Natural History Association

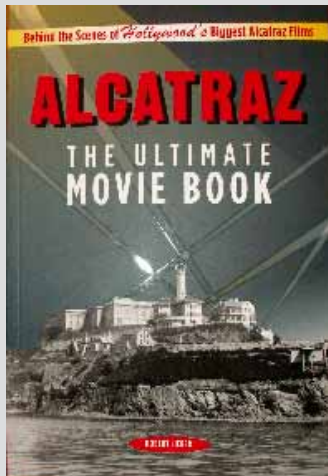
Andromeda Romano-Lax - Author

Jill Brubakeer - Editor

Ron Niebrugge - Photography

Chris Byrd - Design and Illustrations

Publication - Over 48 pages



*Winner*

**Alcatraz: The Ultimate Movie Book**

Golden Gate National Parks Conservancy

Robert Lieber

Vivian Young

Susan Tasaki

**Judges' comments:** "beautiful design, tremendous fun to read, bravo, excellent"

*Honorable Mentions*

**Carving Grand Canyon**

Grand Canyon Association

Wayne Ranney - Author

Pam Frazier - Editor

Larry Lindahl - Design

Bronze Black - Maps & Diagrams

**The Gateway Arch: An Architectural Dream**

Jefferson National Parks Association

Robert J. Moore - Author

Richard Trigg - Project Manager

Terrell Creative - Design, Layout and Photo Processing

**Smokies Road Guide: A Complete Guide to the Roads of Great Smoky Mountains National Park**

Great Smoky Mountains Association

Jerry Delaughter - Author

Shelly Powell - Design

Steve Kemp, Kent Cave, Don DeFoe - Editors

## Non-Association Published Books



*Winner*

### **Women to the Rescue**

Mesa Verde Museum Association

Duane A. Smith - Author

Lisa Atchison - Design

Beth Green - Editor

Mesa Verde Centennial Series Editorial Board

**Judges' comments:** “great evidence of partnership, excellent writing”

## Maps and Guides



*Winner*

### **Industrial Calumet**

Isle Royale Natural History Association

Dan Johnson, Gary Kaunonen - Authors

Dan Johnson - Editor and Design

Jo Urion - Assistant Editor

**Judges' comments:** “good facility guide, great value, useful map”

*Honorable Mentions*

### **Map & Hiking Guide: Presidio and Crissy Field**

Golden Gate National Parks Conservancy

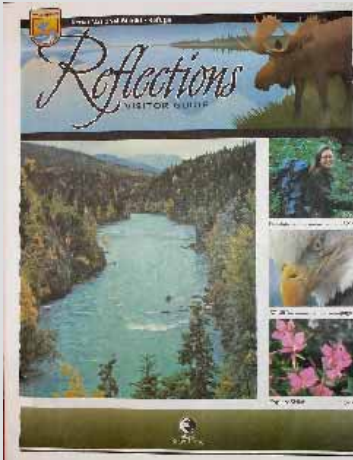
Presidio Trust - Text

Ann Artz - Concept Design

Bill Prochno - Design

Steen Skartvedt - Map

## Complimentary Publications



*Winner*

### **Reflections Visitor Guide: Kenai National Wildlife Refuge**

Alaska Natural History Association

Jill Burbaker - Editor

Chris Byrd - Design

**Judges' comments:** "very nice, professional, easy to use, outstanding"

*Honorable Mention*

### **The Guide**

Grand Canyon Association

Ron Short - Project Manager and Design

Todd Berger, Tom Pittenger - Content

## Marketing/Promotional Materials



### *Winner*

#### **Creation of Organization Wide Brand & Identity** Point Reyes National Seashore Association

Sherry Paul - Brand Strategist  
Paula Weinstock - Market Researcher  
Tracy Deluca - Copywriter  
Lin Ong - Graphic Designer

**Judges' comments:** "beautiful, great job, exceptional uniformity and coherence"

### *Honorable Mentions*

#### **Trails Forever Dinner** Golden Gate National Parks Conservancy

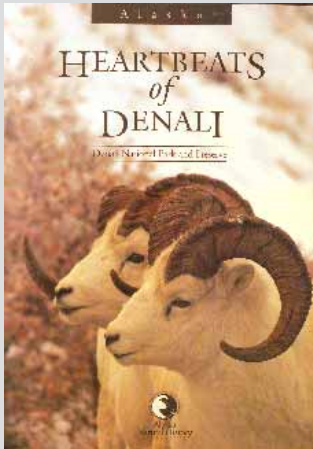
Julie Haas - Creative Director  
Anet James, Ross MacDonald - Illustrators  
Bill Prohnow - Art Director

#### **Friends of Acadia Annual Report** Friends of Acadia

Kelly S. Dickson - Editor  
Ariel Design - Graphic Design  
Tom Blagden, Jr. - Photography  
Penmor Lithographers - Printing

#### **Bearpaw Membership Newsletter** Great Smoky Mountains Association

Doris Grove, Geoff Cantrell - Writers  
Shelly Powell - Design  
Steve Kemp - Contributing Editor



*Winner*

**Heartbeats of Denali**

Alaska Natural History Association

Patrick McCloskey - Producer/Director

Heather Walter - Writer

Carol Harding - NPS Interpretive Planner

Terry Tempest Williams - Narrator

**Judges' comments:** "beautiful videography, professional, very nice, good narrator"

*Honorable Mentions*

**Point Reyes National Seashore: The Point of Kings**

National Park Foundation

Carrie Passmore

Don Baer

Pam Deutsch

Jodi Knauer

**First Shot - The Secret Submarine Attack on Pearl Harbor**

Arizona Memorial Museum Association

WWII Veterans of USS Ward & Japanese Sub

Daniel Martinez

Burl Burlingame

Hawaii Undersea Research Lab/University of Hawaii

## Theme Related Items



### *Winner*

#### **Park History through Coin and Stamp Collecting**

Sequoia Natural History Association

Mark Tilchen - Design

**Judges' comments:** "high quality set, well presented and interpreted, good information"

### *Honorable Mentions*

#### **Mesa Verde Centennial Logo Merchandise**

Mesa Verde Museum Association

Tracey Chavis - Project Manager

Christina Watkins, Amanda Summers - Design

Tessy Shirakawa - NPS Liaison

#### **2006 Great Smoky Mountains National Park Calendar**

Great Smoky Mountains Association

Don McGowan - Photographer

Joey Heath - Writer and Design

Steve Kemp, Kent Cave - Editors



*Winner*

**The Little Creek**

Western National Parks Association

Jennifer Ward - Author

Julie Scott - Illustration

Nancy Campana - Design

Abby Mogollon - Editor

**Judges' comments:** "wonderful art and design, rich colors, like flow and rhythm of language"

*Honorable Mentions*

**Rhyming on Rushmore: From A to Z**

Mount Rushmore History Association

Jodi Holley Latza - Author

Greg Latza - Photography

Julie Sullivan Design - Design

Debbie Ketel - Project Manager

**Rangers Activity and Sticker Book**

Eastern National

Greer Chesher - Author

Guy Porfirio - Illustration

Therese Cruse, Eastern National - Design/Production

## Commemorative Program or Project



*Winner*

### **The Gateway Arch 40th Anniversary: Inspiring Monumental Dreams 1965-2005**

Jefferson National Parks Association

Jefferson National Parks Association  
Jefferson National Expansion Memorial  
Metro

**Judges' comments:** "excellent, very comprehensive, the best, awesome"

*Honorable Mention*

### **Return to Iwo Jima - A Video Conference**

Arizona Memorial Museum Association

Teddy Draper Sr., Navajo Code Talker  
Canyon de Chelly National Monument  
Onsat - Native American Services  
Arizona Memorial Museum Association

## Education Program or Project



*Winner*

### **Great Smoky Mountains Parks as Classrooms**

Great Smoky Mountains Association

Pi Beta Phi Elementary School  
Friends of Great Smoky Mountains National Park  
National Park Service  
Great Smoky Mountains Association

**Judges' comments:** "excellent, easy to read, teacher and student friendly"

*Honorable Mention*

**Families Under Siege: Stories of Family Life in Japanese Occupied Guam**

Arizona Memorial Museum Association

National Endowment for the Humanities

Guam Preservation Trust

Guam Humanities Council

Arizona Memorial Museum Association

Partnership Program or Project

*Winner*

**Save the Hemlocks Campaign**

Great Smoky Mountains Association

University of Tennessee at Knoxville

Friends of Great Smoky Mountains National Park

National Park Service

Great Smoky Mountains Association



**Judges' comments:** "well done, attractive design, excellent quality"

*Honorable Mention*

**Protect Sequoia Caves**

Sequoia Natural History Association

Leslie Babich - Tour Theme Development

Joel Despain - Restoration Coordination

David Golightly - Interpretive Tours

Mark Tilchen - Product Design

Interpretive/Information Technology  
Outreach Program or Project



*Winner*

**[www.arizonamemorial.org](http://www.arizonamemorial.org)**

Arizona Memorial Museum Association

National Park Service

Referentia Systems - Website Development

Ray Sandla - Project Manager

**Judges' comments:** "attractive, professional,  
accessible"

*Honorable Mention*

**Friends of Saguaro National Park Website**

Daniel Pierce

National Park Service

Brad Fiero

Lauray Yule

## Judges

Andrew Andoniadis  
Retail Consultant  
Portland, OR

Tom Mullin  
Professor, Interpretation  
and Interpretive Management  
Unity College, ME

Rich Pawling  
Historical Interpreter & Owner  
History Alive  
Sinking Springs, PA

Sallie Lowenstein  
Children's Author/Illustrator  
Kensington, MD

Gerrard Jolly  
Program Director, Grants and Programs  
National Park Foundation  
Washington, DC

Joy Pietschmann  
Volunteer Coordinator, NPS  
Washington, DC

Bill Metzger  
Freelance Designer  
Confluence, PA

Paula Degan  
Editor/Consultant  
Annapolis, MD

Rick Rinehart  
Publisher  
Boulder, CO

Michael Brazda  
Photographer/Videographer  
McLean, VA

Donna Donaldson  
Chief of Interpretation (ret.)  
National Mall, NPS  
Washington, DC

Paul Caputo  
Art & Publication Director  
National Association for Interpretation  
Ft. Collins, CO

Lois Rothman  
Art Teacher  
Rockville, MD

Alan Leftridge  
Author/Editor  
Condon, MT

Will Reding  
Naturalist, Character Interpreter  
Kalamazoo, MI

## Contributors

This year, 29 organizations contributed award entry fees to defray expenses in presenting this competition. The funding is used for the production of award certificates and medals, mailing and printing of the Winners Bulletin, and other associated expenses.

A special thank you is extended to Arizona Memorial Museum Association and Golden Gate National Parks Conservancy for their generous sponsorship of the awards reception.

## Awards

Trophies created by Betty Risser, Geographic Locations International  
APPL Excellence Award created by Gene Gillette, Speciality Incentives

## Awards Bulletin

Digital Imaging by MCG Productions  
Bulletin Production by Cynthia Donaldson



## Strengthening Public Land Partnerships



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